

# RJ REYNOLDS

TOBACCO COMPANY

# COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 20, 1998

RJR Account #204600

Mr. G. Louras  
SAM FRANK, INC.

### SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear Gus:

Attached are July orders for *Salem* .30¢ Tear Tape product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with *July Salem Tear Tape product*. These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

*RJR Manager, R. Tanchyk, will provide Retail Customer List for this promotion.*

RJR will reimburse you \$7.00 per promoted 6M case for all displays packed and shipped to retail on a timely basis.

#### Display Detail / Item #541964

SKU CUBE:	0.5020
SKU WT (w/o Product):	1.1350 lbs
Retail Sales Offers per SKU:	40 units
Billing per SKU:	4 Cartons

**PARTNERS 'BONUS' REPORTING DESCRIPTION      S A L \_ 9 8 \_ . 3 0 / \_ 1 P K \_**

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610  
cc: R. Tanchyk  
Enc. Retailer Letter  
Retail Customer List

30TRSL.DOC

51854 8680

**JULY DELIVERY**  
**SALEM TEAR TAPE**

**\* \* \*UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT  
 DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED\* \* \***

**30 SKUs of Displays (Item #541964)**

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	1
12300-24196	Light	1
12300-24197	Light 100	1

**PRODUCT / DISPLAYS ARRIVAL:** JUNE 29, 1998

**SHIP DATE TO RETAIL:** WEEK OF: JULY 13, 1998

**EFT \$ AMOUNT:** \$1,304.96

**PACKING / SHIPPING PAYMENT** \$28.00  
 (4 (6M) promoted case(s) @ \$7.00).

**JULY Drive Period 807 / Promotion #800438**

**PROMOTION DESCRIPTION:** EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS  
 (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'  
 IN EACH DISPLAY SHIPPED TO RETAIL)**

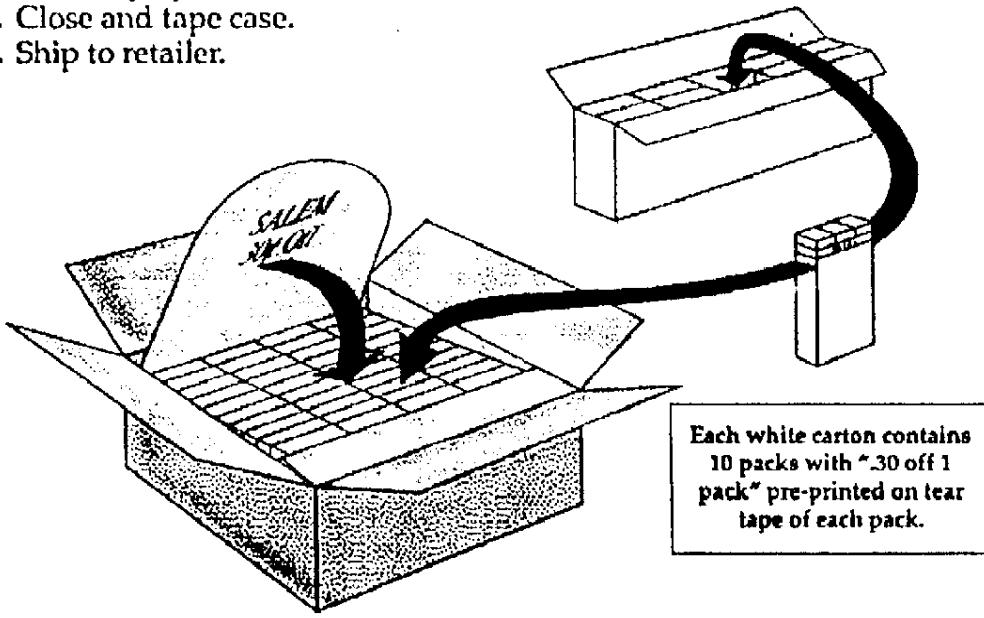
Note to RJR Manager:  
 Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

**JULY DELIVERY**

51854 8681

**WHOLESALER PACKING INSTRUCTIONS****S A L E M   T E A R   T A P E   3 R D   Q T R . ' 9 8****July SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541964

MSA Promotion Reporting Description: S A L \_ 9 . 8 \_ 3 0 / 1 \_ P K \_

Brand Style						
Number of Cartons						

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9  
5/11/98

# Salem '98

## 30¢ Off Pack Promotion



- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
  - All displays/POS available for order in "eaches"

### 40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and poster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

### SALEM '98 SNIPED PASTER

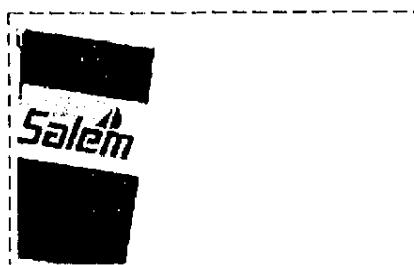
### SALEM SNIPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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8683



*To All RJR Retail Partners*

## ***RETAILER LETTER***

**SALEM .30¢ OFF / PACK**

**\$3.00 OFF / CARTON**

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

51854 8684